

Assignment TV

By **TERRENCE O'FLAHERTY**

I am now convinced that the funniest situation comedy on the air is "Shindig"—and that the situation is getting more comic every week. "Shindig" is, of course, the American Broadcasting Company's inspirational hour for America's young music lovers—a combination of "Alice In Wonderland" and "The Last Days of Pompeii" with incidental native music. And, believe me, these natives are restless!

"Shindig" should be reviewed exclusively in Mad Magazine, but I am sure the editors would reject it as competition in the field of parody. Unfortunately these humorless young people do not realize that they are engaged in a monstrously successful burlesque of themselves. One can laugh at "Shindig," but it is no laughing matter to learn that it will soon be lengthened to a full hour and this year NBC will create a copy titled "Hulabaloo."

ONE RECENT seance featured several numbers all of which sounded exactly alike. According to my notes they were "It's All Right," "I Feel Fine," "Can't You See?" and "Out of My Head." To get the full humor of this program it is important to keep in mind that originality is not encouraged and change of pace is forbidden.

What the participants lack in imagination they make up in hair. In this generation, failure is equated with baldness. What a disaster it must be to be young today and losing your hair!

The star was a blond with the name—brace yourself—Adam Faith! No manufactured moniker in recent times has reverberated with such Biblical determination. Under any normal conditions I would say that Faith showed little hope and is deserving of no charity. But these are strange times and this is a kiddie show.

THE BIGGEST laugh getters in my house are the "Shindig Dancers," a corps de ballet that is the antithesis of any chorus line in the history of the world because it revels in non-coordination. There is some evidence that they have rehearsed the same routine but not necessarily at the same moment in the score. This assuming, of course, that the music on the show has actually been placed on paper somewhere.

Evidence is strong to support my theory that the music is indeed extemporaneous. Written notes are not needed because it is doubtful if anyone involved with this effort reads music anyway. If you listen closely you will discover that almost no one agrees when some songs are supposed to end. They don't conclude; they simply run out.

"Shindig" is sponsored by a pimple-preventative. Nothing short of a mortuary sponsoring "Green Pastures" could be so appropriate. There must be enough blackheads in the studio audience alone to keep the manufacturer solvent for a year.

IF "SHINDIG" is ABC's answer to CBS's "Concerts for Young People" I suppose emcee Jimmy O'Neill is its Leonard Bernstein. This poor, nasal Irishman is a joy to watch because his bewilderment is almost total—even when he is demonstrating how much grease his pimple pads can remove from a teen-ager's nose.

The idea for "Shindig" came from England where its producer was successful in creating a similar show for young British intellectuals. There has been some talk of raising funds to export him in exchange for Douglas Fairbanks Jr. One thing is certain: they had better stamp him out soon before he runs for Congress from the Los Angeles area. Some of his "teen-agers" look almost old enough to vote.

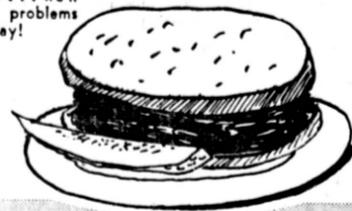
TO BE INSTALLED
Mrs. Esther Loughin, senior executive secretary to G. D. Bradley, of the Garrett Corp., will be installed as treasurer of the Los Angeles chapter of Executives' Secretaries, Inc., tomorrow in the ballroom of the Ambassador Hotel.



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Jack Cheese 59c

DETERGENT
GIANT TIDE
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U.S.D.A. "CHOICE" BEEF

ROUND STEAK

center cut, small round bone
69c lb.

U.S.D.A. "CHOICE" BEEF

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U.S.D.A. "Choice" Beef. Boost your budget and give them what they want, tender, juicy steak!

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Patmen's Cyrovac Extra Lean Bottom Round. (Choice Knuckle Tip 89c lb.) Fresh, lean, delicious!

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BONELESS OVEN ROASTS

Sirloin Tip, Rump, Bottom Round

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BONELESS STEAKS

Top Round, Cubed Bottom Round

U.S.D.A. "Choice" Beef **98c lb.**

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full 7-rib end **39c lb.**
Prepared—easy to carve

U.S.D.A. "CHOICE" BEEF

T-BONE, SIRLOIN TIP OR CLUB STEAK

98c lb.



Fresh Grain-Fed Pork. Roast with yams and baste with apple juice!

LARGE LOIN PORK ROAST 4.5 lb. average. **49c lb.**

Fresh, Grain-Fed Pork. Braise these tender loin chops with fruit for a family treat!

CENTER CUT RIB PORK CHOPS 79c lb.

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Sea-treat served with lemon! 12 ounce pkg. Frozen Wakefield Crab Legs 99c

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Energy to start your day right! 8 ounce package **Crunch Cereal** 39c

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